Press release

Award for ground-breaking design: VRTBR® /ˈvɜr təˌbreɪ/ Hunting Edition receives Red Dot: Best of the Best

Copenhagen/ Bergen 9/4-2018.

The Red Dot jury has made its decision: After all the products submitted were tested and assessed individually in the course of an evaluation process spanning several days, VRTBR® Hunting Edition, manufactured and designed by VRTBR® /ˈvɜr təˌbreɪ/ Hunting with lead designer Malene Ulleriks Nielsen, received the top distinction in the competition, the "Red Dot: Best of the Best". The panel of experts awards the internationally recognised seal of quality only to the best products in a category.

New Innovative Norwegian-Danish Hunting Brand Breaks Away from the Common Path

The innovative Nordic brand VRTBR® /ˈvɜr təˌbreɪ/ Hunting enters the outdoor scene with a concept that is both modern in technology and has a story as old as man following the reindeer herds. The designing team is restless and eager to carve their own marks on the face of history, challenging that which is stationary. The design team took a leap of courage and bridged what our forefathers knew, with what we can achieve with today's technology.

Evaluation platform for good design

The Red Dot Award: Product Design has roots dating back as far as 1955 and determines the best products created each year. In 2018, designers and manufacturers from 59 countries submitted more than 6,300 objects to the competition. True to the motto "In search of good design and innovation", a jury comprising roughly 40 members assessed the products individually based on the original. The strict judging criteria, which include level of innovation, functionality, formal quality, ergonomics and durability, provide a frame of reference which the jurors then complement with their own expertise.

A choice of three different distinctions are awarded: The Red Dot: Best of the Best is reserved for the best products in a category. Only 1% of entries received this distinction. The Red Dot is the distinction for high design quality, while the Honourable Mention is awarded for a particularly well-executed aspect of design work.

"Winning the Red Dot: Best of the Best is the well-earned recognition for excellent design performance. The awarded products are all characterised by an innovative symbiosis of aesthetics and function. The fact that such a small number of entries received the top distinction is proof of the rigorous nature of the judging criteria applied in the competition. I want to congratulate the laureates very sincerely on their success", said Professor Dr. Peter Zec, founder and CEO of the Red Dot Award.

Celebration to honour the laureates

The winners will be celebrated at the Red Dot Gala on 9 July 2018. The Red Dot: Best of the Best laureates will receive their well-deserved trophies on stage at Essen's opera house, the Aalto-Theater, during the award ceremony. At the subsequent Designers' Night in the Red Dot Design Museum Essen, the Red Dot laureates receive their certificates and can all celebrate their success together in the midst of the award-winning products, as the aftershow party is simultaneously the exhibition launch: For a four-week period, the special exhibition "Design on Stage – Winners Red Dot Award: Product Design 2018" will feature the award-winning innovations as part of the world's largest exhibition of contemporary design.

The day of the Red Dot Gala coincides with the publication of the Red Dot Design Yearbook 2018/2019, which showcases all of this year's winning products. In addition, they can be found in the Online Exhibition, the Red Dot App and on Red Dot 21 from that date.

About VRTBR® /ˈvɜr təˌbreɪ/ Hunting

VRTBR® /ˈvɜr təˌbreɪ/ is an innovative company with Norwegian roots and Danish design, bringing Nordic hunting gear to a new level.
Vertebrae stems from the backbone in everything we do, to stay firm to our ideas and customers. The name came to us when one of our founders was injured in military service, and the x-ray pictures of the absolute low point in his life determined the only possible way: Forward.

We are hunters, designers, soldiers and engineers. We combine our skill-sets to push boundaries and create new ways to do things. The VRTBR® project has been supported by Innovation Norway.

Visit our home at www.vrtbr.com

About the Red Dot Design Award:
In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The Red Dot Award is one of the world's largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and brand of the award. Ever since, the sought-after Red Dot award has been the revered international seal of outstanding design quality. Further information available at www.red-dot.de.

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